

Fig. 1

Survey ID	Survey Objective	Mode	Question ID	Question Content	Option ID	Option Content
11	Regarding new product "Sixpara"	Initial	1	What about customers' questions was difficult to answer?	1	Unique color
					2	Unique smell
					3	Is bitter
					4	Other
⋮	⋮	⋮	⋮	⋮	⋮	⋮

Fig. 2

Respondent ID	Respondent	Password	Completed Survey ID	Free Reply Count	Priority Order
901081	Mikiko Tamai	****	11,12,13,14,15,16,17,18,19,20	1	1
983636	Hitomi Kaneo	****	11,14,17,19,20,23	0	1
940332	Mari Imaizumi	****	15,16,17,19,21,22,23	2	1
916720	Manager Yamada	****	13,18,20	3	2
⋮	⋮	⋮	⋮	⋮	⋮

Fig. 3

```

<?xml version="1.0" encoding="UTF-8"?>
<respondent reply list for each questionnaire>
  <survey id="11">
    <!-- ***** -->
    <question id="1">
      <!-- ----- -->
      <respondent id="901081" name="mikiko tamai">
        <reply>
          <date>20020805</date>
          <option ID="1"></option>
          <option ID="2"></option>
          <option ID="3"></option>
          <chosen item value="2" type="fix"></chosen item>
        </reply>
      </respondent>
    <!-- ----- -->
    <respondent id="983636" name="hitomi kaneo">
      <reply>
        <date>20020807</date>
        <option ID="1"></option>
        <option ID="2"></option>
        <option ID="3"></option>
        <option ID="4"></option>
        <chosen item value="4" type="free">bottle shape</ chosen item>
      </reply>
    </respondent>
  </question>
  <!-- ***** -->
  </question id="2">
    <!-- ----- -->
    <respondent id="901081" name="mikiko tamai">
      <reply>
        <date>20020805</date>
        <option ID="1"></option>
        <option ID="2"></option>
        <chosen item value="1" type="fix"></ chosen item>
      </reply>
    </respondent>
    <!-- ----- -->
    <respondent id="983636" name="hitomi kaneo">
      <reply>
        <date>20020807</date>
        <option ID="1"></option>
        <option ID="2"></option>
        <option ID="3"></option>
        <option ID="4"></option>
        <chosen item value="2" type="fix"></ chosen item>
      </reply>
    </respondent>
  </question>
</survey>
</respondent reply list for each questionnaire>

```

Fig. 4

Survey ID	Question ID	Option ID	Respondent Count
11	1	1	65
		2	98
		3	12
⋮	⋮	⋮	⋮

Fig. 5

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<?xml version="1.0" encoding="UTF-8"?>
<questionnaire reply list for each respondent>
  <!-- ***** -->
  <respondent id="901081" name="mikiko tamai">
    <survey id="11">
      <reply>
        <date>20020805</date>
        <question id="1">
          <chosen item value="2" type="fix"></chosen item>
        </question>
        <question id="2">
          <chosen item value="1" type="fix"></chosen item>
        </question>
        <question id="3">
          <chosen item value="4" type="free">has bitter taste</chosen item>
        </question>
      </reply>
    </survey>
  </respondent>
  <!-- ***** -->
  <respondent id="983636" name="hitomi kaneo">
    <survey id="8">
      <reply>
        <date>20020725</date>
        <question id="1">
          <chosen item value="2" type="fix"></chosen item>
        </question>
        <question id="2">
          <chosen item value="6" type="free">refreshing taste is
            popular</chosen item>
        </question>
        <question id="3">
          <chosen item value="4" type="free">has bitter taste</chosen item>
        </question>
      </reply>
    </survey>
  <survey id="11">
    <reply>
      <date>20020807</date>
      <question id="1">
        <chosen item value="4" type="free">bottle shape</chosen item>
      </question>
      <question id="2">
        <chosen item value="2" type="fix"></chosen item>
      </question>
      <question id="3">
        <chosen item value="3" type="fix"></chosen item>
      </question>
    </reply>
  </survey>
</respondent>
</questionnaire reply list for each respondent>
```

Fig. 6

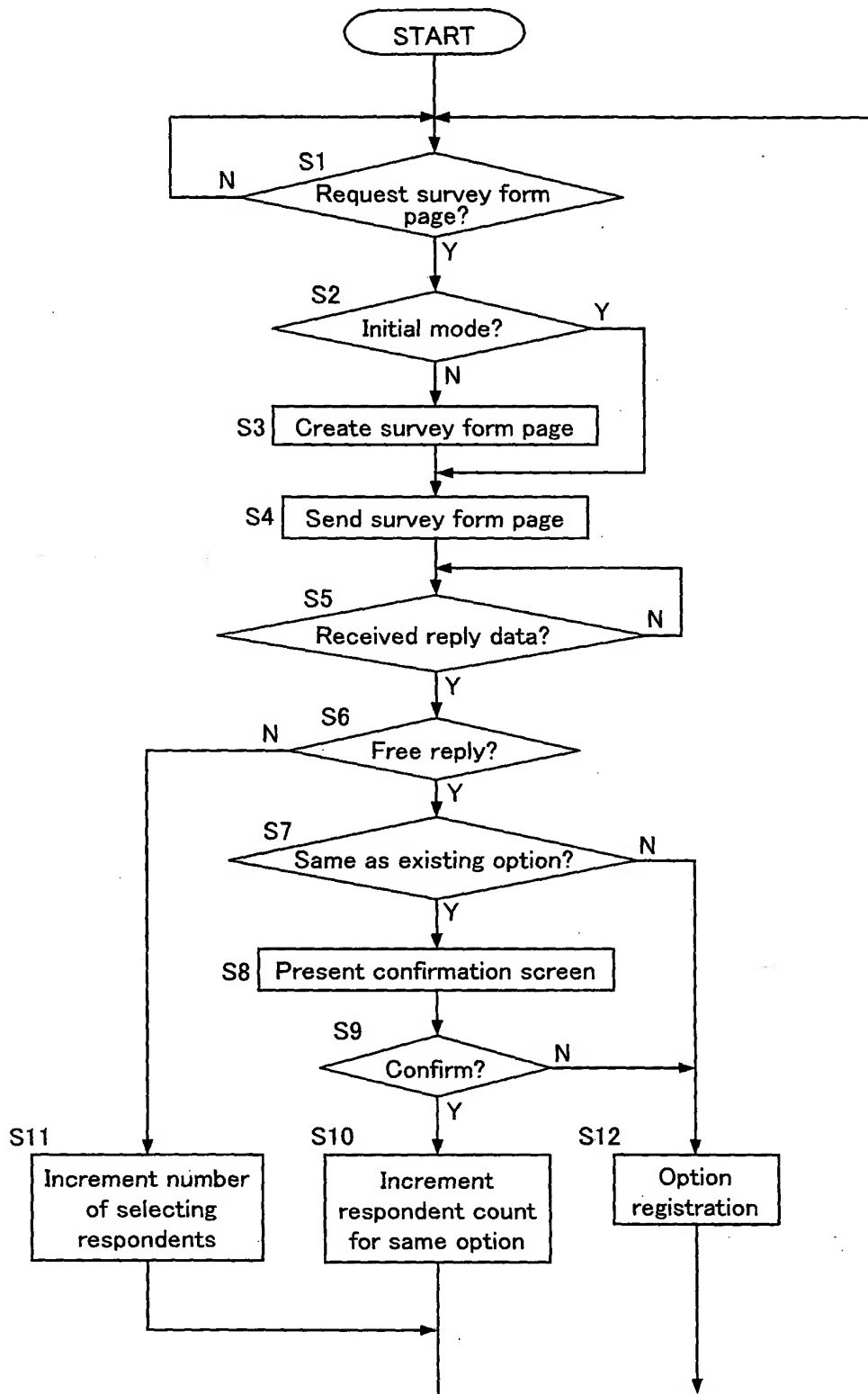


Fig. 7

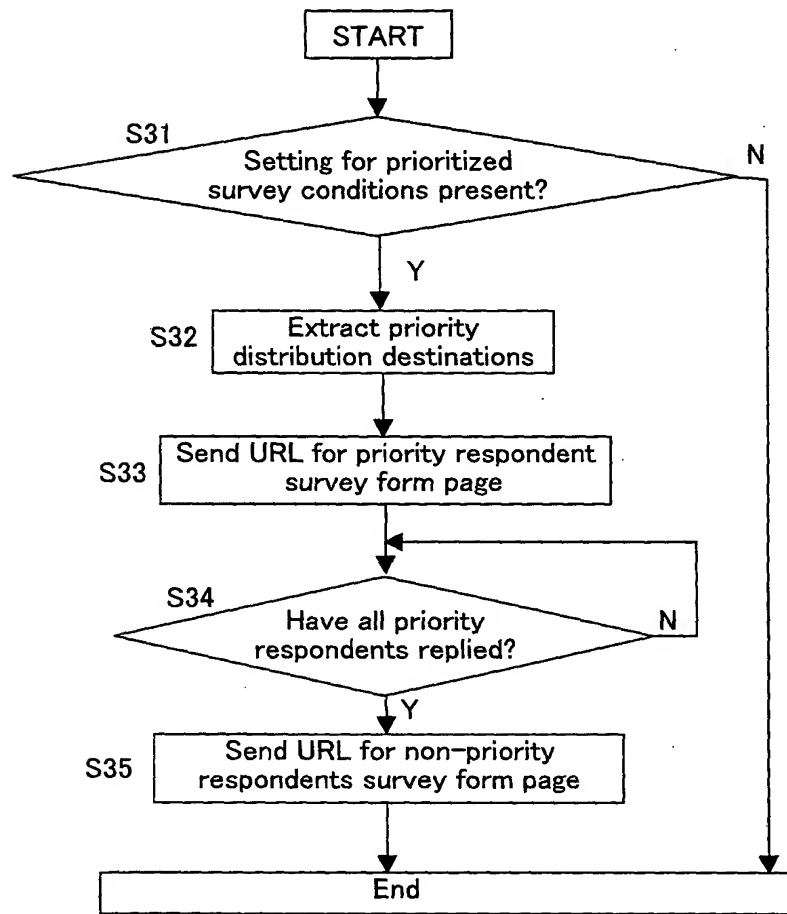


Fig. 8

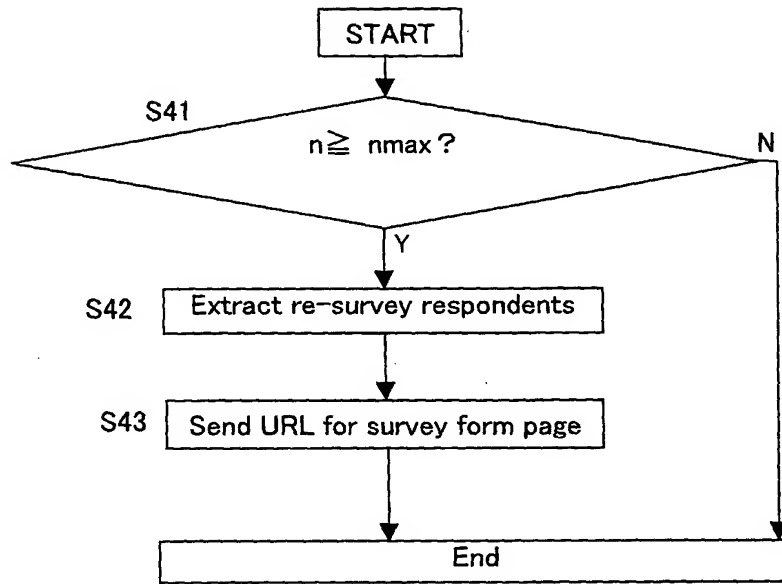


Fig. 9

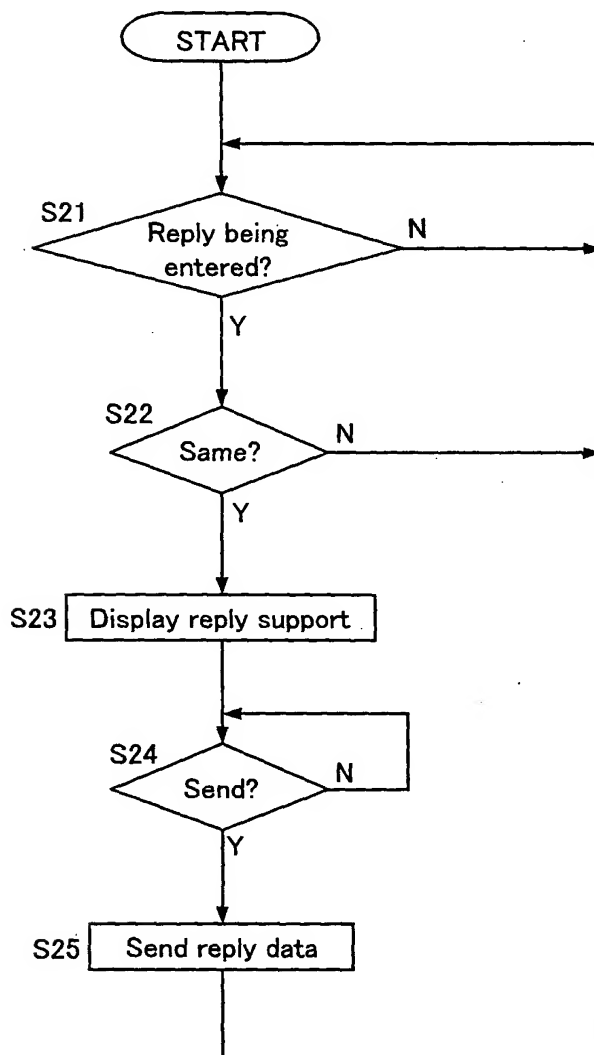


Fig. 10

Login Screen	
Respondent ID:	<input type="text"/>
Password	<input type="password"/>
<input type="button" value="Login"/>	<input type="button" value="Cancel"/>

Fig. 11

We are conducting a survey on the new product Sixpara.
Thank you for your help.

Question 1: What about the customers' questions was difficult to answer?

☐ (1) Unique color
☐ (2) Unique smell
☐ (3) Other

See up-to-date overall reply results

Fig. 12

We are conducting a survey on the new product Sixpara.
Thank you for your help.

Question 1: What about the customers' questions was difficult to answer?

☐ (1) Unique color [Comment]
☐ (2) Unique smell [Comment]
☒ (3) Has a bitter taste [Comment]
☐ (4) Other [Comment]

Fig. 13A

Comment on (3) Has a bitter taste

High school girls seem to be put off by the medicine-like taste.

Fig. 13B

We are in the process of compiling a survey on
the new product Sixpara. (as of June 25, 2002)

Question 1: What about the customers' questions
was difficult to answer?

(1) Unique color	65	
(2) Unique smell	98	
(3) Other	12	

Figure 14

Fig. 14

We are conducting a survey
on the new product Sixpara.
Thank you for your help.

Question 1: What about
the customers' questions
was difficult to answer?

☐ (1) Unique color
☐ (2) Unique smell
☒ (3) Other

Has a bitter taste

Send

Fig. 15A

We are conducting a survey
on the new product Sixpara.
Thank you for your help.

Question 1: What about
the customers' questions
was difficult to answer?

☐ (1) Unique color
☐ (2) Unique smell
☐ (3) Has a bitter taste
☐ (4) Other

Send

Fig. 15B

We are conducting a survey
on the new product Sixpara.
Thank you for your help.

Question 1: What about
the customers' questions
was difficult to answer?

☐ (1) Unique color
☐ (2) Unique smell
☐ (3) Has a bitter taste
☒ (4) Other

It tastes bitter.

Send

Fig. 16A

We are conducting a survey
on the new product Sixpara.
Thank you for your help.

Question 1: What about
the customers' questions
was difficult to answer?

(1) Unique color	1	<input type="checkbox"/>
(2) Unique smell	1	<input type="checkbox"/>
(3) Has a bitter taste	2	<input type="checkbox"/>
(4) Other	1	<input type="checkbox"/>

Fig. 16B

We are conducting a survey
on the new product Sixpara.
Thank you for your help.

Question 1: What about
the customers' questions
was difficult to answer?

☐ (1) Unique color
☐ (2) Unique smell
☐ (3) Has a bitter taste
☒ (4) Other

bitter taste

Send

Fig. 17A

We are conducting a survey
on the new product Sixpara.
Thank you for your help.

Question 1: What about
the customers' questions
was difficult to answer?

☐ (1) Unique color
☐ (2) Unique smell
☐ (3) Has a bitter taste
☒ (4) Other

bitter taste

Send

Fig. 17B

We are conducting a survey
on the new product Sixpara.
Thank you for your help.

Question 1: What about
the customers' questions
was difficult to answer?

☐ (1) Unique color
☐ (2) Unique smell
☐ (3) Has a bitter taste
☒ (4) Other

bitter

Send

Fig. 18A

We are conducting a survey
on the new product Sixpara.
Thank you for your help.

Question 1: What about
the customers' questions
was difficult to answer?

☐ (1) Unique color
☐ (2) Unique smell
☐ (3) Has a bitter taste
☒ (4) Other

bitter taste

Send

Fig. 18B

We are conducting a survey
on the new product Sixpara.
Thank you for your help.

Question 1: What about
the customers' questions
was difficult to answer?

☐ (1) Unique color
☐ (2) Unique smell
☐ (3) Has a bitter taste
☒ (4) Other

as a pungent smell

Send

Fig. 19A

You have selected
item 4 for free reply,
and have entered
"has a pungent smell."
Is this the same as
fixed reply (2), "has a
unique smell"?

YES NO

Fig. 19B

Survey Planning Screen

1. Survey Period

Start Time: 2002 Year: 6 Month: 6 Day:

End Time: 2002 Year: 6 Month: 6 Day:

2. Survey Order

☒ Set distribution order, do not distribute
at same time

☒ Distribute first to respondents who responded
with a free reply in past surveys in which there
was no display of free replies of other respondents.

☐ Condition Details

Distribute first to respondents who, in the past

10 surveys, have made at least 5 free replies

☒ Priority distribution to store manager

☒ Priority distribution to specified respondents:

Mikiko Tamai

Hitomi Kaneo

Mari Imaizumi

None

None

Set

Cancel

Fig. 20

Fig. 21A

Survey Planning Screen

3. Free Reply Option

☒ When the number of reply options
originating from a free reply increases,
re-survey initial users.

•Upper limit for determination that
number of reply options has
increased =

•Number of reply options at time of
initial reply of re-survey user =

Fig. 21B

Regarding our recent survey on the new
product Sixpara, the number of reply options
has increased, so we would like to ask you to
fill out survey again.
Ms. Mikiko Tamai's reply is number (2)
We are conducting a survey on the new
product Sixpara. Thank you for your help.

Question 1: What about the customers'
questions was difficult to answer?

☐ (1) Unique color
☒ (2) Unique smell
☐ (3) Has a bitter taste
☐ (4) Is expensive
☐ (5) Bad first impression
☐ (6) Sold in same place as goods for men
☐ (7) Bottle has bad shape
☐ (8) Other

See up-to-date overall reply results

Survey ID	Survey Objective	Mode	Question ID	Question Contents	Option ID	Option Contents	Sub-option ID	Sub-option ID Sub-Option Content
11	Regarding new product Sixpara	Initial	1	What about customers' question was hard to answer?	1	Unique color	1	Gaudy
							2	Gloomy
					2	Unique smell	1	Not liked among people in their 20s
							2	Not liked among people in their 40s
					3	Is bitter	∴	∴
					4	Other	∴	∴
∴	∴	∴	∴	∴	∴	∴	∴	∴

Fig.22

We are conducting a survey on the new product Sixpara.
Thank you for your help.

Question 1: What about the customers' questions was difficult to answer?

☐ (1) Unique color [REDACTED]

☐ (2) Unique smell [REDACTED]

☐ (3) Has a bitter taste [REDACTED]

☐ (4) Other
[REDACTED]

RETURN

[REDACTED]

Fig. 23A

Sub-item for (2) Unique smell.

Enter your reply below

Not liked among people in their 20s [REDACTED]

Set and return

[REDACTED]

Fig. 23B

We are conducting a survey on the new product Sixpara.
Thank you for your help.

Question 1: What about the customers' questions was difficult to answer?

☐ (1) Unique color [REDACTED]

☐ (2) Unique smell [REDACTED] — ☐ (4) Not liked among people in their 20s [REDACTED]

☐ (3) Has a bitter taste [REDACTED]

☐ (5) Other
[REDACTED]

RETURN

[REDACTED]

Fig. 23C

We are conducting a survey on the new product Sixpara.
Thank you for your help.

Question 1: What about the customers' questions was difficult to answer?

☐ (1) Unique color [REDACTED]

☐ (2) Unique smell [REDACTED] — ☐ (4) Not liked among people in their 20s [REDACTED]

☐ (3) Has a bitter taste [REDACTED] — ☐ (5) Not liked among people in their 40s [REDACTED]

☐ (6) Other
[REDACTED]

RETURN

[REDACTED]

Fig. 23D